Mahdi Meshkani
New Market Creator | Experience Architect | AI Innovation Strategist

Contact Information

Email: Mahdi.meshkani@gmail.com
Phone: +98 9900300824
LinkedIn: Mahdi Meshkani
AI Innovation Factory: Talk now
Whatsapp: Text now

PROFESSIONAL SUMMARY

Business growth and development consultant with over 20 years of experience in advertising, branding, visual identity, entrepreneurship, publishing, market development, and the design of creative business strategies.

My professional background is not built on academic training or theoretical consulting alone; it is the result of years of creating, launching, and managing real businesses, developing successful products, designing and executing advertising campaigns, building new markets, conceiving and delivering creative national and international events, and leading major cultural and commercial projects.

Throughout these years, I have helped business owners and entrepreneurs achieve more sustainable growth strengthening their competitive position, building their brands, attracting more customers, crafting compelling value propositions, developing revenue models, and turning ideas into successful projects and businesses.

My core strength is identifying the hidden potential within every business and converting it into a competitive advantage — enabling a brand to gain greater visibility, build stronger trust, operate with a more coherent structure, and achieve higher profitability. Over the past three years, with a focus on artificial intelligence, I have applied practical AI solutions across business development, marketing, content production, process automation, and workflow optimization, helping organizations achieve more effective results with greater speed, higher precision, and lower cost.

AREAS OF EXPERTISE

- AI strategy, automation, and intelligent-agent architecture
- Design and creation of new markets
- Experience design and large-scale event production
- Cultural, urban, and tourism branding
- Creativity strategy and the development of innovative concepts
- Business development and strategic partnerships
- Brand positioning and audience-engagement development
- International project management

AI & INNOVATION

- Designing intelligent, AI-based structures for content production and project execution.

- Reducing organizations' dependence on traditional structures through intelligent automation.
- Applying AI in data analysis, research and development, marketing, and decision-making.
- Designing the architecture of intelligent agents, automation systems, voice assistants, and content-generation engines, and integrating them with customer-relationship-management (CRM) systems.
- Leading a specialized, AI-powered team for premium, high-end content production.

SIGNATURE PROJECTS & LANDMARK EVENTS

BeautiMind (Canada)

Founder of an AI-powered art-therapy startup that combines psychology, coloring, behavioral analysis, and intelligent automation to develop a new generation of preventive mental-wellness and personalized support services.

A Paradise Called Iran

Creator of one of Iran's most internationally recognized cultural projects, officially introduced at the Frankfurt International Book Fair with UNESCO's moral support, blending culture, tourism, and art therapy.

Iran Expo Fruit 2017

Concept creator, planner, and executive director of Iran's first specialized fruit-industry exhibition, establishing a new platform for trade development, tourism, and international engagement within the sector.

Startup Investment Showcase – United Arab Emirates

Designed and delivered a series of startup showcase events connecting Middle Eastern entrepreneurs with Canadian and American investors, facilitating international collaboration, capital attraction, and market expansion.

Iran's First CEO Knowledge Event

Creator, founder, and executive director of Iran's first specialized "CEO Knowledge" event, designed to transfer practical management, leadership, and business-development expertise to executives and entrepreneurs. With an innovative approach, it moved management education beyond traditional formats into an interactive learning experience.

Iran's First Young Chefs School

Founder and designer of Iran's first specialized training center dedicated to developing a new generation of professional chefs through hands-on education, creativity, and the cultivation of specialized skills.

Iran's First and Largest Young Chefs Event

Designer, strategic planner, and executive director of Iran's first national gathering of young chefs, bringing together top talents, instructors, food-industry professionals, and commercial sponsors.

International Collaboration in the Food Industry

Honored to collaborate with one of the world's most distinguished chefs and author of seven internationally bestselling cookbooks on educational projects, specialized events, and innovative culinary experiences.

Iran's First Comic Advertisement

Designer of the country's first comic-strip advertisement, introducing a new approach to advertising storytelling that significantly transformed how audiences engaged with advertising.

Iran's First Augmented-Reality Multimedia Advertising Magazine

Concept creator and creative director of Iran's first advertising magazine built on augmented-reality technology, delivering an innovative fusion of print and digital media years before the technology became mainstream.

Iran's First Biorhythm-Based Planner

Designer and developer of Iran's first smart planner based on biorhythm patterns, combining daily planning, time management, and life-cycle analysis to introduce an innovative approach to personal productivity

PROFESSIONAL EXPERIENCE

CEO & Founder | BeautiMind Inc. (Canada)

2023 – Present

- Designing and leading international projects across culture, art, tourism, and technology.
- Developing AI-based solutions to increase productivity, reduce costs, and accelerate project delivery.
- Building international collaborations across the creative industries, technology, and business.
- Designing large-scale experiences grounded in storytelling, art, and audience engagement.

Founder & CEO | Negarine "Tarh-o-Ideh" Publishing & Negarine Advertising Agency (Iran)

2009 – 2024

- Establishing the first commercial adult coloring-book market in Iran.
- Designing and executing innovative cultural and advertising campaigns.
- Developing creative strategies to increase audience engagement and expand markets.
- Designing new models for cultural and tourism events.

Art Director & Strategic Consultant

2007 – Present

- Providing strategic consulting in branding, communications, and audience-experience development.
- Leading creative projects across diverse industries.
- Developing innovative solutions in advertising, interactive media, and digital communications.

RESEARCH & PUBLICATIONS

Since 2016, I have worked to develop the adult coloring-book industry and to promote the use of art in reducing stress and improving mental well-being, playing a significant role in commercializing this field and creating employment opportunities for the younger generation.

Books

- **A Paradise Called Iran** — Introduced at the Frankfurt International Book Fair with UNESCO's moral support.
- **The Maker of the Third Choice** — The story of Mahdi Meshkani, an entrepreneur who earned his first income at the age of seven.

Research

- Research on the impact of coloring books on mental health and artistic culture.
- Market studies on packaging design for industrial products.
- Research on audience behavior in targeted advertising, which led to the creation of Iran's first comic-strip advertising newspaper.
- Research in management that led to the design of Iran's first training course, "I Am a CEO."
- Professional research and development in the food industry.

KEY ACHIEVEMENTS

- Created the first commercial adult coloring-book market in Iran.
- Successfully introduced A Paradise Called Iran at the Frankfurt International Book Fair.
- Designed Iran's first multimedia advertising magazine and its first comic-strip advertising newspaper.
- Founded and grew several businesses across design, technology, publishing, and artificial intelligence.
- Designed and delivered national and international events across culture, tourism, the food industry, and startups.

EDUCATION

- Doctorate in Business Administration (DBA) — Arman Institute of Higher Education, Tehran.
- Bachelor's in Advertising Management — University of Managers Association.

PROFESSIONAL MEMBERSHIPS

- Member, Iranian Graphic Designers Society (IGDS).
- Member, Iranian Visual Arts Development Institute.
- Member, International Council of Design (ico-D).

LANGUAGES

Persian — Native

English — Proficient (IELTS 6.5)